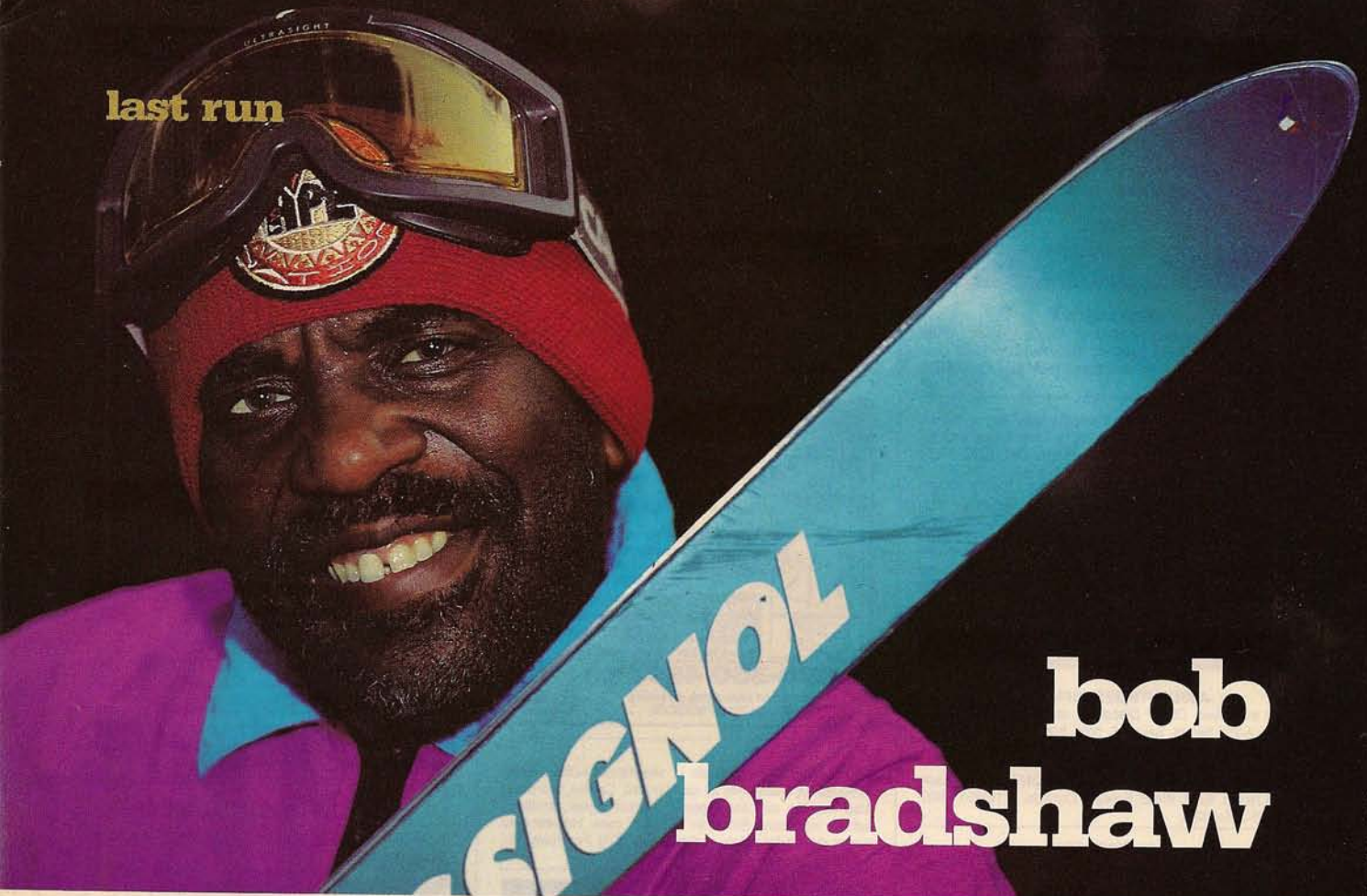


last run



bob bradshaw

Age: 55

Current residence: Atlanta, Ga.

Occupation: President of a public relations/marketing agency

Self-appointed nickname: The Black Marketeer

His mission: "I'm on a crusade to get the ski industry to acknowledge the potential market of black skiers. Black skiers buy new ski clothing and equipment almost every year. But ski areas and ski equipment companies don't try to attract blacks."

His reaction: "I helped organize and publicize the 1993 'Summit' at Vail (Colo.) for 6,000 National Brotherhood of Skiers (an organization of African-American skiers) members. The event generated stories in two dozen publications. I also made a presentation at the annual ski industry trade show in Las Vegas last spring—the first African-American to do so."

Typical source of motivation: "Presidents' Weekend 1991, at Heavenly (Calif.). There were 20 inches of new snow, all the roads were closed and we had the place to ourselves. I skied my legs off."

Favorite skiing companion: "My wife, Jaci. She has a lot of heart."

The joy of it: "I love the mountains, the challenge, the camaraderie and meeting new people. I've never met a serious skier whom I didn't like. Skiing is an international language."

The blues of it: "I figure that the 14,000 members of the National Brotherhood of Skiers alone spent about \$36 million in the ski sport last year. That doesn't even include the other 100,000 or so black skiers. But the ski industry won't spend any money to market to them. Ski resorts won't even use photos of blacks skiing in their brochures."

First time: "It was spring 1971 on our honeymoon at Great Gorge (N.J.). I ran into everything. But I was elated—something inside of me was unleashed."

Pivot point: "The 1979 National Brotherhood of Skiers Summit at Sun Valley (Idaho). I saw all of these other black people skiing and realized I wasn't alone."

Future plans: "Continue as an ambassador of skiing to black people."

—Reade Bailey

photograph by JOHNNY CRAWFORD